

THE MEDIA- chapter 3

INTRO: English is lingua franca

- American and English companies dominate the media
- media has been instrumental in spreading English globally

EARLY MEDIA HISTORY

- telegraph- trans- Atlantic communication possible
- early nineteen hundred- radio- Basis: news, music, entertainment, advertising
- television in the 1930s in the UK, remained local for the most part- soap operas, game shows and advertising built on viewer trust
- satellite technology in the 1980s

THE BIRTH OF THE INFORMATION AGE

- The internet developed by the US military in the 1970s- to see if giant computers could share research
- the computer software industry exploded- the Information Age was here
- All the world's media and are instantly and continually available world wide
- development now- from the Information Age- the Conversation Age?

THE POWER OF THE INTERNET

- media no longer controlled/censored- by fx businesses, religion or government
- attempts of censorship (China) are met with social resistance and are sabotaged by new technology.
- The only media that does not need advertising to pay for publishing
- anyone can be an author, producer or maketer
- chance of spreading false information

THE PRINT MEDIA

- the earliest newspapers contained real life drama and led to the development of magazines and serial literature
- magazines are still the most widely read of all print media
- *Illustrated London News*- 1842- photography
- growth of photojournalism – picture = message
- modern newspapers originated to give voice to political parties & issues
- content geared towards the interests and opinions of their readers I.e *Time Magazine* has different weekly editions for Europe, the US and Asia

ADVERTISING

- the media reach millions of people every day- and are therefore of great commercial value
- the type of advertising used in a media indicates its consumer profile
- has led the creative development of different media, like artistic print ads, flashy website banners, infomercials, electronic billboards
- E- mail marketing- widely used- unwanted spam a problem
- mobile phone instant messages also spam
- anyone who needs public support must appear positively in the media, fx politicians, charities, individuals and governments
- media consultants give advice

MORE OF THE SAME

- there are few locally produced TV shows
- programs are bought from media giants like the BBC, Time Warner, HBO and Disney
- there are similar formats for talk shows, morning news, soap operas and weather reports

THE EFFECT OF GLOBALIZED NEWS

- A handful of giant English language media corporations own newspapers, magazines, book publishers, film companies and television stations
- examples: *United Press International*, *Reuters*, *Associated Press*
- competitions for the global audience- less news and more entertainment
- news anchors need to be good looking and have a pleasant personality
- no political analysis, but presented through emotion
- catchy names to disasters, wars and crisis, presented on banners across the screen
- lack of analysis of background when presenting scenes of human suffering and victim interviews
- this all may lead to people being emotionally overwhelmed and not trying to make a difference.

CULTURAL INFLUENCES AND VALUES

- the media decides what news and information and entertainment is presented
- it shapes our picture of the world, social trends, public opinion, what we talk about
- could lead to an agreement across cultures on important issues
- local media's influence is reduced at the same time
- cultural imperialism may be the result, as cultural values are exported all over the world, this might mean that local cultures are replaced by Western values/ American values (series)

FAME AND IDENTITY

- celebrity worship to a new high-
- fans can follow their idols and become web celebrities themselves.
- Chatting with people on another continent is everyday business
- choice of media tells more about us as persons than which country we belong to